


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES
End Semester Examination, May 2023

Course: Consumer Behaviour & Market Research	Semester: IV
Program: BBA (Spz in Marketing)	Time: 03 Hours
Course Code: MKTG 2002	Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. N.		Marks	CO
Q 1 (i)	In consumer perception, the term “JND’ is widely used. What does ‘JND’ mean? a) Just Negotiable Deviations b) Justified Noticeable Differences c) Just Noticeable Differences d) Justified Negotiable Deviations	2	CO1
(ii)	Which of the following components of attitude involves beliefs and knowledge about an object? a) Cognitive b) Behavioral c) Affective d) Hedonic	2	CO1
(iii)	___ conditioning is based on the notion that learning occurs through a trial-and-error process, with habits formed because of rewards received for responses or behaviors. a) Classical b) Operant c) Social d) Cognitive	2	CO1
(iv)	The process of learning the culture of others is termed as: a) Acculturation b) Enculturation c) Cross Culture d) Cultural Integration	2	CO1
(v)	What is the halo effect in marketing? a) The tendency for a consumer to remember negative aspects of a product or brand b) The tendency for a consumer to attribute positive qualities to a product or brand based on one positive experience or characteristic c) The tendency for a consumer to make purchasing decisions based solely on brand loyalty d) The tendency for a consumer to switch to a competitor’s product or brand due to negative advertising by the original brand	2	CO1
(vi)	Which of the following is a type of opinion leader? a) Anthropomorphic b) Early adopters c) Dogmatic d) Laggards	2	CO1
(vii)	Which of the following is an example of snowball sampling? a) Conducting a random survey of customers in a shopping mall b) Recruiting participants for a clinical trial through a newspaper advertisement c) Asking a group of participants to refer other potential participants for a focus group d) Selecting participants based on their age and gender	2	CO1

(viii)	Which of the following best describes the relationship between attitude and behavior? a) Attitude always predicts behavior b) Behavior always predicts attitude c) Attitude and behavior are never related d) Attitude and behavior are sometimes related, but not always	2	CO1
(ix)	Which of the following is an example of machine learning in consumer behavior analysis? a) Analyzing customer feedback through online surveys b) Predicting customer preferences based on purchase history c) Creating customer personas based on demographic data d) Conducting After/Before testing on website design	2	CO1
(x)	Which one is not true about social class: a) Social class is more difficult to measure than income b) Social class provides a frame of reference for consumer behaviour c) Social Class is quite permanent and fixed in nature. d) Consumers actively increase their social standing through conspicuous consumption.	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q2	Explain the advantages and disadvantages of using demographics as a basis for segmentation. Illustrate your answer with a specific example.	5	CO2
Q3	List out some of the important attributes of Gen Z Indian consumers. Also, briefly suggest challenges for marketers associated with these emerging attributes.	5	CO2
Q4	How do different family structures (such as nuclear, extended, joint, or single-parent households) affect consumer behavior?	5	CO2
Q5	Differentiate between exploratory, descriptive, and casual research.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q6	“In the light of the globalization of the Indian economy and market, the relevance of understanding the consumer from a global perspective is significant.” Comment and provide examples of successful global companies that have adapted their products and marketing strategies to the Indian market while also respecting cultural differences. OR	10	CO3

Chances are most people are buying soaps, bread and biscuits thinking companies have not passed on to the consumer the higher prices in packaged goods, but to protect margins amid rising costs, food and fast moving consumer goods companies are cutting down on quantity-grams in trade parlance.

Table: Cutting Corners

Product	Price (Rs.)	Weight (in Grams)	
		Then	Now
Lays Chips	20	68	55
Good Day Biscuits	10	100	80
Dairy Milk Chocolate	20	50	35
Britannia Bread	25	400	300
Maggi	10	100	65
Haldiram Snacks	58	250	200
Lux Soap	48	125	100

Experts say reducing quantity while maintaining a constant price helps companies protect their volumes. “The FMCG category is highly price sensitive. Prices of items can be increased only to some extent. Reducing grams (quantity) will help these companies retain their customers as well as their market shares,” said Pratiche Kapoor, associate director for retail at consulting firm Technopak .For retailers across cities, the move has hardly spelt a difference over the past 6 months since the trend started. Most retailers continue to witness significant growth, despite price rises and quantity cuts. Food and personal care items are rarely potential areas of compromise for consumers, they reason.

“It’s the consumers in the middle of the pyramid that are not much affected by these cuts in grams. If the company succeeds in communicating better value proposition to this section, the strategy is sustainable for them. Impulse items, especially, can protect their volumes by going for grams reductions,” said Raj Hosahalli, executive director, Nielsen India. So, the next time you go shopping, make sure you don’t end up buying smaller quantities while staying within budget.

Questions:

- a) Why has this strategy of gram reduction by marketers gone unnoticed by the consumers? Base the answer on your understanding of the consumer behaviour variable of perception.
- b) Will such a strategy be useful in another category of products? Give reasons for your answer.
- c) How will this knowledge of quantity reduction affect the future behaviour of the consumers of these products?